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FEATURES OF THE FITNESS INDUSTRY DEVELOPMENT IN THE WAR AND POST-WAR PERIODS

The full-scale war in Ukraine affected the functioning of all sectors of the national economy. It became a challenge for the development of the sports and health sector, including the fitness industry.

The development of the fitness industry is complicated in the conditions of war, faced with a low standard of living of the population, economic instability and physical difficulties. However, fitness plays an important role in maintaining the health and psychological well-being of the population, which is especially important and valuable in conflict situations.

In work [1], a team of scientists proposed the definition of the fitness industry as a set of companies that allow people to regularly engage in physical activity, the main purpose of which is to develop, improve or maintain good physical condition and prevent diseases of civilization. It was noted that companies in the fitness industry actively offer additional services. Therefore, the fitness industry mainly includes fitness clubs that are equipped, in particular, with equipment for aerobic and strength exercises, fitness clubs that organize group classes (aerobics, pilates or martial arts).

Please note that the fitness industry is a relatively new branch of the economy and has been growing rapidly recently. The dynamics of the development of the fitness industry depends to a large extent on the factors of the external environment.

One of the main trends in the fitness industry is the development of digital technologies that allow people to exercise at home, using online training and mobile fitness applications. This allows you to ensure accessibility and convenience for living, regardless of location or schedule. The popularity of fitness technology, such as physical activity trackers, smart watches and special supplements for events, is also trending. They can help people track their achievements more accurately and achieve more effective results.

In general, the sustainable development of the fitness industry is progressing due to increased attention to a healthy lifestyle and active motor activity among the population. This creates opportunities for the development of business and those industries that support the business industry.

The fitness industry has been developing rapidly recently and is becoming more and more popular among the population. Here are a few factors that are helping this trend:

1. Growing popularity of a healthy lifestyle: people are becoming more aware of the importance of regular physical activity and proper nutrition to maintain health.

2. Technological shifts: With the rise of the Internet and mobile apps, people can easily find information about fitness programs, trainers, and healthy eating, as well as use online training.

3. The Rise of Social Media: Social media makes it easy for fitness brands and trainers to reach their audience, promote their services, and inspire people to live a healthy lifestyle.

4. Expanding the range of services: the fitness industry is constantly expanding the range of services, which allows you to meet various needs of customers, such as personal training, group classes, fitness tours, etc.

5. The development of business models, such as franchising and partnering with other brands, allows fitness companies to effectively use their resources and expand into new markets.

The problem of the development of the fitness industry is gaining relevance in Ukraine during the war and post-war period. The results of the study, highlighted in work [2] allow us to state that: the level of consumer behavior in relation to fitness services is most influenced by

globalization processes and mass culture; rational values (in particular, health, a healthy lifestyle, well-being) are replaced by irrational ones (external attractiveness of forms, compliance with “standards”) under the influence of the latest information media technologies, marketing technologies; the state and development of a particular society, the level and quality of life determine material resources and other opportunities, which in the case of Ukraine significantly limit people’s access to fitness; the technologies of the fitness industry are imperfect, the distribution of fitness service offers in individual territories of the country’s physical space is uneven.

The main directions of sustainable development of the fitness industry in the war and post-war periods, in our opinion, include:

1. Accessibility: Fitness companies can make services accessible to the general population by installing low prices or even free access for a certain population group.

2. Adaptation: Fitness companies can adapt their services to the conditions of war, for example, offering clients programs that ensure the restoration of psychological well-being.

3. Mobility: Fitness companies can create mobile fitness studios or offer online training to ensure access to services even in a war zone.

4. Recreation: Fitness companies can provide places of recreation and relaxation where people can get away from the effects of war and relieve stress.

5. Charity: Fitness companies can support charities and provide free services for people affected by war.

The fitness industry can be a promising business in Ukraine in the post-war period. Let’s draw attention to the need to develop and implement the organizational and economic principles of sustainable development of the fitness industry in these conditions.

Sustainable development of the fitness industry means development that meets the needs of the present generation, does not harm the environment, and ensures the preservation of resources for future generations. Indicators of sustainable development of the fitness industry can be considered:

- *environmental sustainability*: the fitness industry can reduce its negative impact on the environment by using green technologies, reducing emissions and energy-efficient equipment.

- **social responsibility:** Businesses can be socially responsible by promoting the health and well-being of their employees and customers, as well as by supporting local communities and charities.

- **economic efficiency:** the fitness industry can ensure the stability of economic development through the use of efficient technologies and business models that create jobs and save capital.

- **inclusivity:** The fitness industry can ensure equality by making fitness services accessible to diverse populations and maintaining a level playing field for all clients and employees.

- **innovation:** the fitness industry can promote innovations that ensure its sustainable development in the future, such as the use of artificial intelligence in training.

In general, the sustainable development of the fitness industry will progress due to increased attention to a healthy lifestyle and active motor activity among the population. In general, the steady development of the fitness industry indicates the growth of the culture of a healthy lifestyle and physical activity in the modern world. This stimulates the development of new technologies and innovations in this field, which allows businesses and customers to receive better and more convenient services.

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